What is claimed is:

1   1.   A method of handling a transaction, comprising:
2   receiving at a pricing terminal an indication of at least one product to be
3   included in the transaction;
4   allowing a customer to perform a pricing activity at the pricing terminal;
5   and
6   determining a pricing benefit for the transaction based on the pricing
7   activity.

1   2.   The method of claim 1, wherein the indication of the at least one product
2   is received by scanning a bar code.

1   3.   The method of claim 1, wherein the indication of the at least one product
2   is received by entry of alphanumeric data indicative of the at least one product.

1   4.   The method of claim 1, wherein the product is available for sale from a
2   retailer, and the pricing activity includes at least one of entering into a
3   transaction with an entity other than the retailer and agreeing to enter into a
4   transaction with an entity other than the retailer.

1   5.   The method of claim 1, wherein the pricing activity includes viewing
2   advertising material.

1   6.   The method of claim 1, wherein the pricing activity includes responding
2   to a survey.

1   7.   The method of claim 1, further comprising the step of communicating the
2   pricing benefit to a point of sale terminal.

1   8.   The method of claim 1, further comprising the step of outputting a benefit
2   code that represents the determined pricing benefit.

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1   9.   The method of claim 1, wherein the pricing benefit is a discount on the

2   transaction.

1   10.   The method of claim 1, wherein the pricing benefit is a discount on the at

2   least one product.

1   11.   A pricing terminal, comprising:

2   means for receiving an indication of at least one product to be included

3   in a transaction;

4   means for allowing a customer to perform a pricing activity; and

5   means for determining a pricing benefit for the transaction based on the

6   pricing activity.

1   12.   The pricing terminal of claim 11, wherein the means for receiving

2   includes a bar code scanner.

1   13.   The pricing terminal of claim 11, wherein the means for allowing includes

2   a display monitor and a keyboard, and a processor connected to the display

3   monitor and the keyboard, the processor being programmed to guide the

4   customer in performing the pricing activity.

1   14.   The pricing terminal of claim 13, further comprising communication

2   means connected to the processor for transmitting information to an external

3   device.

1   15.   The pricing terminal of claim 11, wherein the means for allowing includes

2   a touch screen.

1   16.   A pricing terminal, comprising:

2   an enclosure including means for allowing a customer to be seated in

3   the enclosure,

4   a display screen mounted in the enclosure;

5   a keyboard; and

6   a processor operatively connected to the display screen and the

7   keyboard;

8   the processor being programmed to:

9   control the display screen;

10   receive input via the keyboard;

11   guide the customer to perform a pricing activity; and

12   determine a pricing benefit based on the pricing activity.

1   17.   The pricing terminal of claim 16, further comprising entry means

2   operatively connected to the processor for entering data that identifies at least

3   one product to be included in a transaction.

1   18.   The pricing terminal of claim 17, wherein the entry means includes a bar·

2   code scanner.

1   19.   The pricing terminal of claim 16 wherein the enclosure includes means

2   for storing products selected for purchase by the customer.

1   20.   The pricing terminal of claim 16, wherein the enclosure includes an

2   entrance, and privacy means for selectively covering the entrance.

1   21.   The pricing terminal of claim 16, further comprising communication

2   means operatively connected to the processor for transmitting data to a

3   external device.

1   22.   The pricing terminal of claim 21, wherein the processor is programmed

2   to transmit via the communication means data indicative of the determined

3   pricing benefit.

1   23.   The pricing terminal of claim 16, further comprising a printer operatively

2   connected to the processor.

1   24.   The pricing terminal of claim 23, wherein the processor is programmed

2   to cause the printer to print a benefit code indicative of the determined pricing

3   benefit.

1   25.   The pricing terminal of claim 16, further comprising a magnetic stripe

2   card reader operatively connected to the processor.

1   26.   The pricing terminal of claim 16, wherein the processor is programmed

2   to process a sales transaction based on data entered via the magnetic stripe

3   card reader.

1   27.   A method of handling a transaction, comprising:

2   entering at a pricing terminal data indicative of at least one product

3   selected for the transaction;

4   performing a pricing activity at the pricing terminal; and

5   determining a pricing benefit for the transaction based on the pricing

6   activity.

1   28.   A method of handling a transaction, comprising:

2   receiving at a pricing terminal an indication of at least one product to be

3   included in the transaction;

4   allowing a customer to perform a pricing activity at the pricing terminal;

5   and

6   determining a discounted price for the transaction based on the pricing

7   activity.

1   29.   An article of manufacture comprising:

2   a computer usable medium having computer readable program code

3   means embodied therein for handling a transaction, the computer readable

4   program code means in said article of manufacture comprising:

5   computer readable program code means for receiving at a pricing

6   terminal an indication of at least one product to be included in a transaction;

7   computer readable program code means for allowing a customer to

8   perform a pricing activity at the pricing terminal; and

9   computer readable program code means for determining a pricing

10   benefit for the transaction based on the pricing activity.